

PHILIP MORRIS IRC PRESENCE REPORT #1

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES CARRYING BOTH CAMBRIDGE AND DORAL BRANDS : 408

	% STORES WITH	# STORES WITH
\$2.00 CAMBRIDGE IRC	74.0%	302
\$2.00 CAMBRIDGE IRC AND NO \$2.00 DORAL IRC	47.3%	193
PERCENT OF CAMBRIDGE INV WITH \$2.00 IRC 44.9%		
\$2.00 DORAL IRC	31.1%	127
\$2.00 DORAL IRC AND NO \$2.00 CAMBRIDGE IRC	4.4%	18
PERCENT OF DORAL INV WITH \$2.00 IRC 33.0%		
\$2.00 IRC FOR BOTH CAMBRIDGE AND DORAL	26.7%	109
PERCENT OF CAMBRIDGE INV WITH \$2.00 IRC 63.8%		
PERCENT OF DORAL INV WITH \$2.00 IRC 45.6%		
\$1.00 CAMBRIDGE IRC	1.7%	7
\$1.00 CAMBRIDGE IRC AND NO \$1.00 DORAL IRC	1.5%	6
PERCENT OF CAMBRIDGE INV WITH \$1.00 IRC 9.9%		
\$1.00 DORAL IRC	0.2%	1
\$1.00 DORAL IRC AND NO \$1.00 CAMBRIDGE IRC	0.0%	0
PERCENT OF DORAL INV WITH \$1.00 IRC 0.0%		
\$1.00 IRC FOR BOTH CAMBRIDGE AND DORAL	0.2%	1
PERCENT OF CAMBRIDGE INV WITH \$1.00 IRC 47.6%		
PERCENT OF DORAL INV WITH \$1.00 IRC 37.1%		

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PHILIP MORRIS IRC PRESENCE REPORT #2.1

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES CARRYING BOTH CAMBRIDGE AND DORAL BRANDS : 109

STORES WHERE CAMBRIDGE \$2.00 IRC INVENTORY EXCEEDS DORAL

MEAN # OF CARTONS WHEN CAMBRIDGE INV EXCEEDS DORAL : 19.57

	% OF STORES	# OF STORES
0 - 2 CARTONS	1.8%	2
3 - 4 CARTONS	3.7%	4
5 - 8 CARTONS	8.3%	9
9 - 12 CARTONS	1.8%	2
13 - 18 CARTONS	11.0%	12
19 - 24 CARTONS	4.6%	5
25 - 32 CARTONS	1.8%	2
33 - 40 CARTONS	2.8%	3
41 - 50 CARTONS	2.8%	3
51 - 65 CARTONS	1.8%	2
66 + CARTONS	1.8%	2

% OF STORES WHERE INVENTORY IS THE SAME FOR DORAL & CAMBRIDGE : 8.0%

STORES WHERE DORAL \$2.00 IRC INVENTORY EXCEEDS CAMBRIDGE

MEAN # OF CARTONS WHEN DORAL INV EXCEEDS CAMBRIDGE : 31.07

	% OF STORES	# OF STORES
0 - 2 CARTONS	2.8%	3
3 - 4 CARTONS	3.7%	4
5 - 8 CARTONS	6.4%	7
9 - 12 CARTONS	3.7%	4
13 - 18 CARTONS	5.5%	6
19 - 24 CARTONS	3.7%	4
25 - 32 CARTONS	6.4%	7
33 - 40 CARTONS	3.7%	4
41 - 50 CARTONS	5.5%	6
51 - 65 CARTONS	2.8%	3
66 + CARTONS	6.4%	7

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PHILIP MORRIS IRC PRESENCE REPORT #2.2

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES CARRYING BOTH CAMBRIDGE AND DORAL BRANDS : 1

STORES WHERE CAMBRIDGE \$1.00 IRC INVENTORY EXCEEDS DORAL

MEAN # OF CARTONS WHEN CAMBRIDGE INV EXCEEDS DORAL : 0.00

	% OF STORES	# OF STORES
0 - 2 CARTONS	0.0%	0
3 - 4 CARTONS	0.0%	0
5 - 8 CARTONS	0.0%	0
9 - 12 CARTONS	0.0%	0
13 - 18 CARTONS	0.0%	0
19 - 24 CARTONS	0.0%	0
25 - 32 CARTONS	0.0%	0
33 - 40 CARTONS	0.0%	0
41 - 50 CARTONS	0.0%	0
51 - 65 CARTONS	0.0%	0
66 + CARTONS	0.0%	0

% OF STORES WHERE INVENTORY IS THE SAME FOR DORAL & CAMBRIDGE : 0.0%

STORES WHERE DORAL \$1.00 IRC INVENTORY EXCEEDS CAMBRIDGE

MEAN # OF CARTONS WHEN DORAL INV EXCEEDS CAMBRIDGE : 13.00

	% OF STORES	# OF STORES
0 - 2 CARTONS	0.0%	0
3 - 4 CARTONS	0.0%	0
5 - 8 CARTONS	0.0%	0
9 - 12 CARTONS	0.0%	0
13 - 18 CARTONS	100.0%	1
19 - 24 CARTONS	0.0%	0
25 - 32 CARTONS	0.0%	0
33 - 40 CARTONS	0.0%	0
41 - 50 CARTONS	0.0%	0
51 - 65 CARTONS	0.0%	0
66 + CARTONS	0.0%	0

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PHILIP MORRIS IRC PRESENCE REPORT #3

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES AUDITED : 549

OF PACKINGS CARRIED BY CAMBRIDGE VS DORAL

PERCENT OF STORES STOCKING
DORAL : # BRANDS CARRIED

	0	1	2	3	4	5	6	7	8	9	10	ANY
0	6.9%	0.0%	0.4%	0.2%	0.9%	0.5%	0.7%	0.9%	1.3%	0.9%	2.7%	8.6%
1	0.5%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%	1.3%
CAMBRIDGE 2	0.4%	0.2%	0.2%	0.5%	0.2%	0.5%	0.2%	0.0%	0.2%	0.0%	0.4%	2.4%
# BRANDS 3	0.9%	0.0%	0.0%	0.4%	0.0%	0.9%	0.7%	0.9%	0.7%	0.4%	0.5%	4.6%
CARRIED 4	1.1%	0.2%	0.0%	0.7%	0.7%	0.7%	0.5%	1.1%	0.4%	0.5%	0.7%	5.6%
5	1.5%	0.0%	0.2%	0.7%	0.9%	1.6%	1.5%	0.4%	1.5%	0.9%	1.5%	9.1%
6	1.1%	0.0%	0.2%	0.2%	0.5%	0.7%	1.3%	1.5%	1.6%	1.3%	4.2%	11.5%
7	4.7%	0.0%	0.4%	0.4%	0.9%	0.7%	1.1%	3.8%	6.2%	3.3%	23.1%	39.9%
ANY	10.2%	0.5%	0.9%	3.1%	3.5%	5.5%	5.5%	7.8%	10.7%	6.4%	30.4%	74.3%

OF STORES STOCKING
DORAL : # BRANDS CARRIED

	0	1	2	3	4	5	6	7	8	9	10	ANY
0	38	0	2	1	5	3	4	5	7	5	15	47
1	3	1	0	1	1	1	1	1	1	0	0	7
CAMBRIDGE 2	2	1	1	3	1	3	1	0	1	0	2	13
# BRANDS 3	5	0	0	2	0	5	4	5	4	2	3	25
CARRIED 4	6	1	0	4	4	4	3	6	2	3	4	31
5	8	0	1	4	5	9	8	2	8	5	8	50
6	6	0	1	1	3	4	7	8	9	7	23	63
7	26	0	2	2	5	4	6	21	34	18	127	219
ANY	56	3	5	17	19	30	30	43	59	35	167	408

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DATE : 8/ 6/90

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PHILIP MORRIS IRC PRESENCE REPORT #4

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES AUDITED : 549

RACK RELATED INFORMATION FOR CAMBRIDGE

% STORES	# STORES	
24.4%	134	CAMBRIDGE IS ON A PERMANENT SUPPLEMENTARY (PS) RACK
14.2%	19	PLAYERS IS ON SAME PS RACK AS CAMBRIDGE
60.5%	332	CAMBRIDGE IS ON A MAIN RACK
0.5%	3	CAMBRIDGE IS ON BOTH A MAIN AND PS RACK

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DATE : 8/13/90

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PHILIP MORRIS IRC PRESENCE REPORT #1

REGION : 0 TOTAL US TRADE CLASS : 0 ALL TRADE CLASSES

OF STORES CARRYING BOTH CAMBRIDGE AND DORAL BRANDS : 408

	% STORES WITH	# STORES WITH
ANY CAMBRIDGE IRC	84.3%	344
ANY CAMBRIDGE IRC AND NO ANY DORAL IRC	11.0%	45
PERCENT OF CAMBRIDGE INV WITH ANY IRC	61.1%	
ANY DORAL IRC	80.9%	330
ANY DORAL IRC AND NO ANY CAMBRIDGE IRC	7.6%	31
PERCENT OF DORAL INV WITH ANY IRC	52.0%	
ANY IRC FOR BOTH CAMBRIDGE AND DORAL	73.3%	299
PERCENT OF CAMBRIDGE INV WITH ANY IRC	61.1%	
PERCENT OF DORAL INV WITH ANY IRC	66.2%	

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